

SHOP HERE—DRESS SMARTLY—SAVE MONEY

Richmond's Headquarters for
Silk Plush Coats

Gimbels

Richmond's Busy Store,
311 EAST BROAD STREET.

Richmond's Headquarters for
Silk Plush Coats



Starting To-Morrow The Most Important Coat Sale of Recent Years

Gimbels Announces a Tremendous
Purchase of 1,563 Women's
and Misses' Smart New

WINTER COATS

In an Extraordinary Sale, Beginning at 9:30
To-Morrow Morning at

\$19⁷⁵ \$25 \$39⁷⁵

Coats Now Selling Elsewhere at \$30 to \$89

An Event Which We Believe to Have the Largest Stocks, the Choicest Styles, the
Broadest Assortments and the Best Values of Any Coat Sale Richmond Has Seen
in Years.

Here Are the Facts in a Nutshell!

The Materials

Broadcloths
Pom-Poms
Salt's Plushes
Beaver Plushes
Silvertone

Velours
Chinchillas
Cheviots
Kerseys
Meltons

The Colorings

Taupe
Plum
Navy
Burgundy
Russian Green
Delphine

Negro Brown
Beetroot
Mustard
Reindeer
Greens, and
Plenty of Blacks

The Fine Styles

These Coats are the product of a man-tailoring establishment rated by the "trade" as the premier house of its kind in America. The Coats are generously full, splendidly tailored and the actual wholesale cost stamps them as garments of superior class.

They are in straight line styles, with large belts, loose back models, high waisted effects, and long waisted effects.

Linings, Trimmings

Many are full lined in fancy striped and plain silks, satins, Sol satins, etc.; all lined Coats have heavy interlining; others half lined of the same materials. Some of the Coats are in warm, heavy materials unlined.

The Coats are trimmed with taupe moulton, raccoon, kit heaver, rich seal, kit coney, black opossum, black coney that resembles seal, beaver cloth, karimi, plush and in self materials.

Hundreds of button-trimmed models.

We state values conservatively as from \$30 to \$89, but as a matter of fact there are close to a hundred Sample Coats in the collection, duplicates of which can be seen at other shops priced \$100 and higher. Women who know quality must come and see these Coats—you will miss a rare opportunity if you judge these garments by the sensational prices of \$19.75, \$25.00 and \$39.75.

All Sizes—14 to 20 and 34 to 51

Plenty for slim little women and young girls who like smart, up-to-the-minute lines; plenty for every figure, plenty for stout, matronly women.

The only restriction to announce is that there will be

No C. O. D.'s in This Sale

Choice of the Entire Collection,

\$19⁷⁵ \$25 \$39⁷⁵

N. B.—25 Silvertone
Coats, with large kit
beaver fur collar, in the
\$25.00 lot.

N. B.—15 Genuine Salt
Silk Plush Coats, with
large black seal fur collar
in the \$25.00 lot.

GIMBELS—311 East Broad Street, Richmond